

CLAIMS

What is claimed is:

- 1 1. A method for providing product information to a user, wherein the user may
2 remain anonymous, comprising the steps of:
3 (a) receiving a product identifier from a client device of a user, wherein the product
4 identifier is associated with a particular product;
5 (b) searching a data store for matching the product identifier with information about
6 the product;
7 (c) storing the product information on a network data site; and
8 (d) allowing the user to access the product information on the network data site
9 using a user identifier that is obtained anonymously.
- 1 2. A method as recited in claim 1, wherein the product identifier is a representation
2 of a bar code associated with the product.
- 1 3. A method as recited in claim 1, wherein the client device of the user is selected
2 from a group consisting of: a personal computer, a scanner, a portable
3 computing device, telephone, and a pager.
- 1 4. A method as recited in claim 1, wherein the product information is stored on a
2 web page of the network data site, wherein the web page is associated with the
3 user identifier.
- 1 5. A method as recited in claim 1, wherein the product information includes at least
2 one of a type of product, information about a manufacturer of the product, a link
3 to a manufacturer of the product, information about a vendor of the product, a

4 link to a vendor of the product, a promotional offer for the product, a sale offer
5 for the product, and a discount offer for the product.

1 6. A method as recited in claim 1, wherein at least one of product information,
2 advertising, and content selected based on the product identifier is stored on the
3 network data site for output to the user.

1 7. A method as recited in claim 1, wherein at least one of product information,
2 advertising, and content selected based on a use history associated with the user
3 identifier is stored on the network data site for output to the user.

1 8. A computer program product for providing product information to a user,
2 wherein the user may remain anonymous, comprising:
3 (a) computer code for receiving a product identifier from a client device of a user,
4 wherein the product identifier is associated with a particular product;
5 (b) computer code for searching a data store for matching the product identifier with
6 information about the product;
7 (c) computer code for storing the product information on a network data site; and
8 (d) computer code for allowing the user to access the product information on the
9 network data site using a user identifier that is obtained anonymously.

1 9. A computer program product as recited in claim 8, wherein the product
2 identifier is a representation of a bar code associated with the product.

1 10. A computer program product as recited in claim 8, wherein the client device of
2 the user is selected from a group consisting of: a personal computer, a scanner,
3 a portable computing device, telephone, and a pager.

- 1 11. A computer program product as recited in claim 8, wherein the product
2 information is stored on a web page of the network data site, wherein the web
3 page is associated with the user identifier.
- 1 12. A computer program product as recited in claim 8, wherein the product
2 information includes at least one of a type of product, information about a
3 manufacturer of the product, a link to a manufacturer of the product, information
4 about a vendor of the product, a link to a vendor of the product, a promotional
5 offer for the product, a sale offer for the product, and a discount offer for the
6 product.
- 1 13. A computer program product as recited in claim 8, wherein at least one of
2 product information, advertising, and content selected based on the product
3 identifier is stored on the network data site for output to the user.
- 1 14. A computer program product as recited in claim 8, wherein at least one of
2 product information, advertising, and content selected based on a use history
3 associated with the user identifier is stored on the network data site for output to
4 the user.
- 1 15. A system for providing product information to a user, wherein the user may
2 remain anonymous, comprising:
 - 3 (a) logic for receiving a product identifier from a client device of a user, wherein
4 the product identifier is associated with a particular product;
 - 5 (b) logic for searching a data store for matching the product identifier with
6 information about the product;
 - 7 (c) logic for storing the product information on a network data site; and
 - 8 (d) logic for allowing the user to access the product information on the network data
9 site using a user identifier that is obtained anonymously.

- 1 16. A system as recited in claim 15, wherein the product identifier is a
2 representation of a bar code associated with the product.
- 1 17. A system as recited in claim 15, wherein the client device of the user is selected
2 from a group consisting of: a personal computer, a scanner, a portable
3 computing device, telephone, and a pager.
- 1 18. A system as recited in claim 15, wherein the product information is stored on a
2 web page of the network data site, wherein the web page is associated with the
3 user identifier.
- 1 19. A system as recited in claim 15, wherein the product information includes at
2 least one of a type of product, information about a manufacturer of the product,
3 a link to a manufacturer of the product, information about a vendor of the
4 product, a link to a vendor of the product, a promotional offer for the product, a
5 sale offer for the product, and a discount offer for the product.
- 1 20. A system as recited in claim 15, wherein at least one of product information,
2 advertising, and content selected based on the product identifier is stored on the
3 network data site for output to the user.
- 1 21. A system as recited in claim 15, wherein at least one of product information,
2 advertising, and content selected based on a use history associated with the user
3 identifier is stored on the network data site for output to the user.